

Study Name: Elan UltraResponsibility: EISENMarketing Contact: Foster

ESTIMATED DATES

Begin Interviewing: 6-28End Interviewing: 6-28

Draft Report: _____

TYPE OF STUDY

Ad/Pack (Recontact) ()

Ad/Carton (Recontact) ()

Simulator ()

Pack Test ()

Name Test ()

QCC Test ()

Semi-Structured ()

One-on-Ones (✓)

Focus Groups ()

Other _____

ELIGIBILITY (Always 18+)

Any Smoker ()

Non-Filter ()

Filter (✓)

Menthol (✓)

Non-Menthol (✓)

Ultra Low Tar (6 mg.) (✓)

Flavor Low (7-14 mg.) (✓)

Full Flavor (15+ mg.) (✓)

80's/85's ()

100's (✓)

120's ()

Brand(s) (SPECIFY) _____

Other (SPECIFY) _____

QUOTANOYES

Sex () (✓)

Age () (✓)

Smoker Type () (✓)

Education (✓) ()

Income (✓) ()

Race (✓) ()

EXPLAIN SPECIFICS FOR EACH "YES" ANSWER
IN PERCENTS36 Female 100's smokers- 10 Slims- 13 Flavor lows- 13 ultra lows12 - 18-2412 - 25-3412 - 35-44

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Other 18 - menthol / 18 non-menthol

MARKETS

Total # of Markets 1 Total # of Interviews 36
(LIST MARKETS) 1. Dallas 36
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

METHOD OF INTERVIEWINGTelephone

WATS ()

Local - central ()

In-Person

Mall intercept () Room needed? Yes () NO ()

Door to door ()

Group session ()

Individual ()

Other _____

SUPPLIER:COMMENTS:

3 interviewers 45 minutes apart
12 - 9 PM

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